

# THE CHOWAN HERALD

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## Tourism gets shot in the arm

BY SEAN JACKSON  
The Chowan Herald

Tourism in Edenton just hasn't been the same since Hurricane Isabel pounded the town and Chowan County almost two years ago.

"Our visitation numbers are down," Town Manager Anne-Marie Knighton said Tuesday.



The Cupola House is among the historic sites visited by thousands of tourists annually. Three recently donated ad spots focus on the town's Colonial heritage and other attractions.

Seeking to help Edenton and Chowan get back on track with its tourism trade, Raleigh-area radio and advertising executives have donated monies to fund a series of radio ads promoting the town and county's tourist destinations.

Monday night, the Town Council listened to three ads already on the air in the Triangle area.

"The council was really impressed with the ads," Knighton said. "They liked them a lot."

The idea spawned from a media executive's reaction to a speech delivered by Mayor Roland Vaughan in Chapel Hill recently. Shortly after hearing Vaughan tell of Edenton's tourism plight, Phil Zachary, Executive Vice President of Curtis Media Group of has donated \$25,000 worth of 30 and 60 second radio advertisements on the company's 14 radio stations based in the Triangle.

Vaughan shared that news of the advertising gift with his son, Harris, who works for the advertising and public relations firm Rockett, Burkhead & Winslow, a town press release states.

Harris Vaughan told his boss, Michael Winslow, a native of Hertford, about Curtis Media Group's gift. Winslow immediately offered to donate the creative services to develop the advertising campaign. Nancy Nicholls, Executive Director of the Chowan Tourism Development Authority, was

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## Edenton addresses affordable housing concerns

BY SEAN JACKSON  
The Chowan Herald

A panel charged with seeking ways to increase affordable housing in Edenton and Chowan County is up and running after its first meeting on July 22.

"It was a great first meeting," Town Manager Anne-Marie Knighton said. Edenton/Chowan Planner



Parks



Britton

Elizabeth Bryant and staff intern Leigh Ann Cienek pre-

sented the committee with a PowerPoint presentation. Bryant and Cienek also provided income statistics and information about what other communities have done to boost affordable housing in their areas, Knighton said.

The six-member committee recommended town staff focus on two strategies: urban in-fill in Edenton, and potential land acquisitions by non-profits.

The in-fill issue, Knighton said, centers around the fact that some already targeted vacant lots and buildings in Edenton are supplied town water and sewer services. That fact would negate any private developers' need to install infrastructure at any new developments for affordable housing.

"That's usually what makes affordable housing afford-

able," Knighton said, "if you can bring down the cost of (installing) infrastructure."

Regarding abandoned properties, the committee showed interest in the possibility of having the town and county acquire such properties that are up for public sale, or to work with private developers who could buy land the local

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## Heat hits danger zone...



Staff photo by Earline White

A construction worker from Durham saws wood for the frame of the new subdivision on Hicks Street Tuesday afternoon as the temperatures approached 96 degrees and the heat index hit a scorching 116.

BY EARLINE WHITE  
The Chowan Herald

Heat advisories issued by the National Weather Service remained in effect Tuesday with temperatures continuing to climb into triple digits. Town officials are doing their best to keep residents' air conditioners humming.

"Kilowatt per hour consumption has been getting high for the past week or so," Hawk Crummey, Director of Electrical Services for the Town of Edenton said Friday as temperatures approached the upper 90s. Peak periods of consumption are combated by using 2500 kw generators; their times of operation are dictated by the NC Power Agency.

But already sweltering days have forced the generator to be cranked up before August (typically the hottest month) has even arrived.

"Only eight days into the month we began using the peak generators, typically running

them from 2 to 6 p.m.," Crummey said. "We're doing pretty good right now, keeping up with demands. We're ready for whatever comes."

The 10-day forecast calls for excessive heat warnings for our area, temperatures in the upper 90s with heat indexes in the triple digits. Possible relief may be headed our way later this week in the form of thunderstorms.

High moisture combined with relentless heat has already brought periodic bouts of thunder and lightning to Chowan County over the past few weeks, triggering high consumption of electricity and causing a significant amount of damage to the county's computer system.

The late day electrical storm on Friday, July 15 resulted in several lightning strikes within town limits. One particular strike damaged the antennae atop the County Office Building, temporarily knocking out the

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### 4-Day Forecast

	Wednesday Mostly Sunny 102°/82°
	Thursday Scatt. T-storms 92°/80°
	Friday Scatt. T-storms 93°/79°
	Saturday T-showers 91°/78°

information taken from weather.com

## Seniors urged to beware of potential scam

BY EARLINE WHITE  
The Chowan Herald

With Medicare's constant changes a supplemental plan to help pay for senior health care may seem tempting. But beware, some agents soliciting for enrollees in the area are allegedly giving misinformation to attract enrollees, leaving them with more to pay in the end.

Several sources, including Darlene Peebles of the Chowan medical community, have confirmed that insurance agents have been soliciting seniors (at among other places, private residences, Chowan's senior facilities, and McDonald's) to enroll in plans like Humana Gold Choice, based in Camden, South Carolina. The plan is reportedly being described as a supplement to their current Medicare coverage plan. Though Humana Gold Choice is a legitimate business, it is not a Medicare supplement plan and after becoming enrolled by Humana, the senior may in fact forfeit part of his/her Medicare plan.

Bill Hayes with the University Health Systems (UHS) of North Carolina confirms that there have been several agents working in Chowan and Bertie counties using the Humana Gold Choice company name and allegedly giving misleading impressions of the plan.

Burgess Jernigan says he and some neighbors in Bertie County were solicited door-to-door by just such an agent. For the past two days, Jernigan has found himself calling offices across the eastern US trying to disenroll in the program.

"I took my mother to the hospital and they wouldn't take the insurance even though it said in Humana's brochure that this hospital would take it," Jernigan said. "A lot of people have got it (the Humana Gold Choice plan) and don't know it's no good around here until they go to the doctor. There's no telling how many people (have) sign(ed) up."

Under the U.S. Center for Medicare and Medicaid Services guidelines, no agent is allowed to solicit door-to-door or at public places without formal presentations. Patrick Farley, Director of Humana Marketing based in Cary said Tuesday. However, Humana does hold informative seminars at public places like fast food restaurants to enroll seniors in the program, he said.

One local agent has allegedly enrolled many people by telling them that the plan pays like Medicare. The reality is that the program is not funded by Medicare and no health care provider in this area has a contract with the Humana Gold Choice program. Therefore, the patient is left to pay the bill.

Farley emphasized that agents working in the area who are allegedly falsifying information to attract participants are not following the market-

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## UNC-TV finally available to thousands of dish owners

BY EARLINE WHITE  
The Chowan Herald

After an extensive two-year process the Federal Communications Commission announced Friday that over 10,000 satellite subscribers in eastern North Carolina will finally be able to watch North Carolina's public television broadcasts.

Since 1963 the counties of Chowan, Hertford, Gates, Northampton, Perquimans, Pasquotank, Camden, Currituck and Dare have been identified as part of the Norfolk, VA DMA (designated market

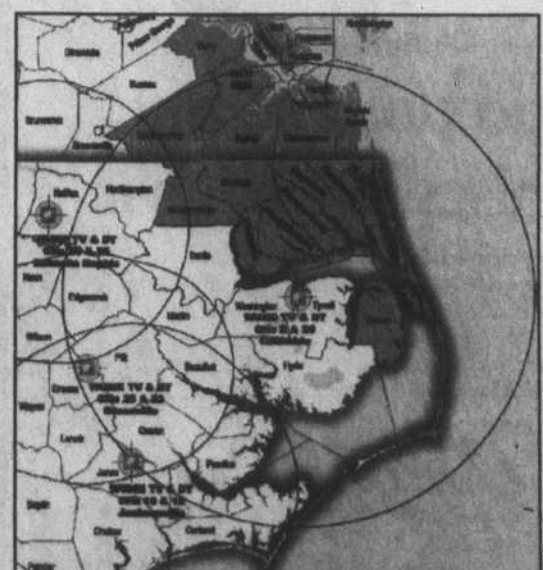
area), thereby receiving Virginia public television broadcasts. As a result of Friday's announcement, the designated city of license for the transmitter serving these counties will change from Columbia to Edenton, allowing satellite and Direct TV viewers in those nine counties to access UNC-TV services.

"We are very pleased that the FCC has agreed with our filing," said Carl Davis, Assistant General Manager/Director of Engineering with UNC Center for Public Television. "The meat of the matter is that at some point, after working

with the satellite providers, UNC-TV will be available within the area that was previously unable to receive it because of an inconsistent rule."

By moving the city of license to Edenton, Chowan will become part of the WUND television marketing area. However, the physical location of the tower and transmission facilities in Columbia will remain at the current site. Those viewers receiving transmissions from Columbia by the tower and through local cable service will continue to receive

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The FCC announced Friday that Edenton would become a designated city of license, enabling area satellite subscribers to view North Carolina PBS programming.

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